

# hi

## let me introduce myself...

### Smart Cell Technology

- **Printer communicates** with software, materials and ribbons making printing simple
- Load Brady IP™ enabled material and the software recognises it
- Visually check the printer and material information using the status monitor on the PC

### Intelligence by Design

- **No more calibration** for notched, gapped or continuous material
- Centre justified material guides keep a consistent print image
- Easy loading with straight feed path
- Brady IP Ribbon design keeps printing clear

### Intuitive LCD Display

- **Correct material/ribbon match displayed**
- Sensor position visually shown
- Monitors material and ribbon usage
- Intelligent troubleshooting with corrective action

### Printer is ready for work

- Thermal transfer, 4" wide, 300dpi or 600dpi
- Lightweight, flip top, compact design
- USB, serial and 10/100 Ethernet is standard

# Smart | simple

### Brady IP™ Printer Information

Part Number	Reference	Description
103957	BP-IP300	Brady IP 300 dpi Printer
863957	BP-IP300-P	Brady IP 300 dpi Printer with Peel/Present
103958	BP-IP600	Brady IP 600 dpi Printer
863958	BP-IP600-P	Brady IP 600 dpi Printer with Peel/Present

### Brady IP™ Printer Information



Look for this logo on Brady materials, to gain the full benefit of the Brady IP™ System communicating with the printer and software.



Materials marked with the Compatible logo (such as metallised) will communicate by user selection in the software.

<i>Material width:</i> 6.35mm – 106mm	<i>Material thickness:</i> 0.05mm to 0.8mm
<i>Liner width:</i> 25.4mm - 107mm	<i>Ribbon:</i> Brady IP Enabled Ribbons
<i>Maximum print width:</i> 106mm	<i>Material height (300dpi):</i> 3.18mm - 1000mm
	<i>Material height (600dpi):</i> 3.18mm - 500mm

### Brady Software Information

**BradySoft™ Software 8** – BradySoft™ 8 Label Design Software is a powerful program that helps your organisation manage assets and resources, control distribution channels and stock levels, track documents, or manage data records.

**LabelMark™ Software V3** – LabelMark™ Labelling Software makes it easy to create your own templates, add a barcode, image or text. Serialisation wizard and data import wizard allow user to import data from spreadsheets as well as import external data on multiple labels.

**IdentiLab™ Software** – Created for lab users, IdentiLab™ software features a lab-friendly interface and hundreds of parts and graphics categorised by common lab applications, making creating legible, durable, and accurate labels quick and easy.

### Brady's New Metallic Looking, Non-Metal Materials

Brady's new metallised, non-metal label provides hassle-free printing and ease-of-use for Brady IP™ Printer owners. Its metallic-look is ideal for rating plates and other industrial applications.

- Brady B-413 used in standard industrial applications with permanent adhesive
- Brady B-480 with MONDO BOND™ ultra strong adhesive



### We've taken the stress out of setting up your printer:

**Stress FREE Setup** With Brady's Stress FREE System Setup, a member of the Brady Technical Support team will walk you through the set-up of your new printer. To schedule a FREE phone appointment: Call 1 800 644 834; Or visit [www.bradyaust.com.au/setupservice](http://www.bradyaust.com.au/setupservice).

**BRADY**  
WHEN PERFORMANCE MATTERS MOST™

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**BRADY**  
WHEN PERFORMANCE MATTERS MOST™

# simple.



**Brady IP™ Printer System**  
Intelligence by Design

Outperforming Expectations  
Brady Thermal Transfer Printers

**IP**  
Series  
PRINTER  
SYSTEM

# Technology makes the difference

# Multiple Users multiple materials

# Right Place right time

## Who knew printing could be so simple.

The Brady IP™ Series Printer is part of a complete printing solution. It is the first thermal transfer industrial printer that uses smart cell technology to communicate with the material, ribbon and software.

Critical components to Brady's Hassle-Free Printing system are:

- Brady IP™ Printer
- BradySoft™ or LabelMark™ Software
- Brady IP™ Enabled or Compatible Materials
- Brady IP™ Enabled Ribbons



**“In our day to day printing it would definitely boost efficiency. Especially in reducing down-time when changing labels.”**

Tim Mendez, PSC  
Sr. Technician / Quality Control

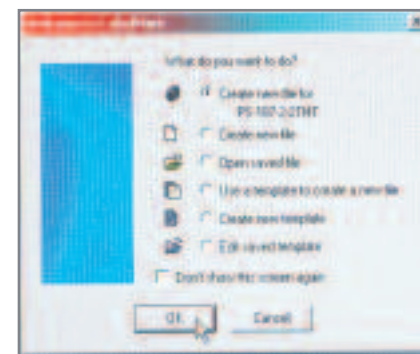
## Load. Click. Print.

It's just that simple.

The Brady IP™ Printer System: A smart and simple solution for high performance on demand printing.



Load



Click



Print

Brady's IP™ Printing System offers seamless interactivity and hassle-free printing. The system provides great mark permanence, low installation cost and inventory management.

Brady IP™ enabled materials with the Brady IP™ Printing System is a powerful yet simple solution for wire identification. With this innovative printing system high mix/low volume print jobs are a snap. The smart cell technology automatically transfers material information so set up time for changing supplies is drastically reduced.

### Industries Served:

- Electrical/Data Communications*
  - Wire and Cable Marking
  - Maintenance and Construction
- Electrical Equipment Manufacturers*
  - Aerospace, Rail, Mass Transit, Ship, Automotive
  - Government and Defence
  - Automation Control Panels
  - Panel Builders

- New operator, new materials...no problem
- Less material waste and less user stress
- Reduced set up time when changing materials
- No more calibrating or formatting materials... it's just that simple



Cable Marking Tags



Patch Panel



Push Button



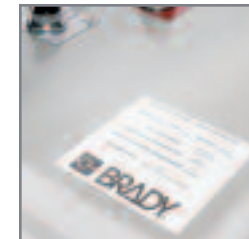
Wire & Cable ID



Wire Marking Sleeves



UL508A-SCCR



Brady IP™ Printer System allows manufacturers to create a lean just-in-time labelling process with reduced set up time, easy material loading and intuitive label design software.

The communication of the printer, software and materials provide a smart simple solution for manufacturers. Operators become multi-skilled and are able to use the system with minimal training. Increase worker productivity and take advantage of right time, right place, right quantity.

- Displays correct material and ribbon match...Print right the first time
- Save time with automatic software adjustments such as size, speed or heat
- Print time reduced – just open the label template, even custom labels are created in software
- Hassle-free printing... what you see is what you get

### Industries Served:

- Industrial Manufacturing
  - Original Equipment Manufacturers
  - Automation/Control Panel Assembly
- Electronics
- Government/Defence
- Healthcare/Laboratory
- Automotive
- Agriculture
- Wire ID Industries
- Laboratories

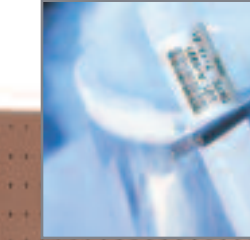
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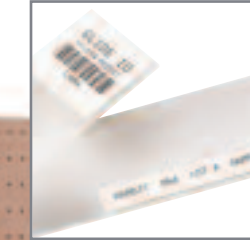
Warranty



Cryo Labels



Slide Labels



Rating Plate



Company Nameplate



Compliance Shipping



Asset ID



[www.bradyid.com/ipprinter](http://www.bradyid.com/ipprinter)

